



Jada *believes in dreaming* **BIG**

By Charmaine Revaka

Her name, Jada, is Hebrew for 'all-knowing and wise' and particularly fitting for our first anniversary issue themed 'celebrating wisdom'.

Jada L. Cofield grew up in Atlanta, Georgia in a home where she and her two brothers were encouraged to dream big and live out their dreams. Growing up, she never heard the word can't. And if there is one thing she fondly remembers about her childhood is how much she loved playing – 'we played a lot, we dreamed and we used our imagination.'

That word 'can't' has obviously influenced her life philosophy. Jada says: "A true beauty is someone who looks at failure not as failure, but as feedback."

Highlighting the importance of failure in learning life's lessons, Jada says:

"You learn at your own pace when it comes to making mistakes, that's the beauty of life."

Jada came to Botswana in August 2012 to help build the airline, BlueSky Airways. About the BlueSky dream, Jada says;

"Our team plans to achieve a new era of customer service, where once again the customer is our number one priority and our employees are our number one asset. We want our brand to be a household hold name and a pleasant memory for all who use us. We desire to create new jobs for many people in Botswana and a company many can be proud to say they are a part of."

She is passionate about building her team and providing the right environment to allow people to reach their full potential. This means 'using wisdom to find balance' and creating time for face to face communication. Jada notes that this can be difficult in an environment where technology has taken over and people send emails rather than speaking to each other. However, her belief in preserving traditional values always shines through, especially as she is working with what she describes as a very committed team.

And what does she love about Botswana?

"I like the sense of community; I like that we can get personal with people. I love Gaborone, it's not an overwhelming city. I absolutely adore the stillness, the quiet, the peace."

On following your dreams. Jada says "You have to build if you have something in your heart and you are passionate about it. That flame will always burn. You will have days of hurt and disappointment, but you will also have days of discovery where you will see the vision clearly, and that's what being a dreamer is about."

A firm believer in perseverance, Jada says 'there will always be that in-between time, but you will be rewarded. Just don't quit!'

